

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 008-2005



To: Mayor David Dermer and
Members of the City Commission

Date: January 11, 2005

From: Jorge M. Gonzalez
City Manager

A handwritten signature in black ink, appearing to read "Jorge", written over the printed name.

Subject: RESIDENT SATISFACTION SURVEY

The purpose of this LTC is to provide you with a draft copy of the updated resident satisfaction survey. I should remind you that the intended purpose of the survey is to gather general feedback and input from our residents and businesses on their level of satisfaction with the services we provide, as well as to help identify priority areas that we as an organization should be focusing on.

The updated resident satisfaction survey will be reviewed and discussed at the Committee of the Whole meeting scheduled for Wednesday, January 12, 2005. This updated version includes comments and feedback many of you provided after reviewing the original version of the resident survey. New and additional questions not included in the version of the survey you reviewed are included in the attached updated version.

Representatives from the Hay Group will attend the January 12 Committee of the Whole meeting to discuss and review the survey as well as provide an overview of the process undertaken thus far and survey methodology.

Attached please find the following:

- (1) A companion document to the Resident Satisfaction Survey which summarizes the modifications / edits made to the original version based on feedback provided by the Commission;
- (2) Draft copy of updated Resident Satisfaction Survey; and
- (3) List of proposed additional questions

To maximize response rates and reduce non-response bias with the survey, Hay is recommending to limit the number of questions to between 65 and 70, with a minimal number of open-ended questions. In light of the recommendation and in an effort to accommodate modifications that may arise from the Committee of the Whole meeting, we have identified, along with Hay, eliminating questions 31, 66 and 67 and consolidating questions 16 - 25 into one question. This would eliminate a total of 13 questions and provide room for possible additional questions. These suggestions, along with your recommendations, will be discussed at the meeting.

Please feel free to contact me if you have any questions or need any additional information before the Committee of the Whole meeting on January 12, 2005.

Companion Document to the 2005 City of Miami Beach Resident Satisfaction Survey Revisions

Modifications to the RSS (Draft 12-15-04)

Comments from City Commissioners and City Executive Staff on the first draft of the Resident Satisfaction Survey were provided to the Hay Group for review and discussion. Below is a summary of the changes and modifications made to the survey. PLEASE NOTE: Some feedback received requested adding questions to cover areas not originally included in the survey draft. These questions have been consolidated into a separate document called **List of Additional Questions**.

Moreover, throughout the survey, a number of questions are notated with an asterisk (*) to denote available benchmarks to other cities or citizen databases (norms).

Introduction

- Modified opening paragraph to include a statement around the value of the respondent's opinion – to obtain their buy-in early. However, Hay recommends another review of the introduction, to ensure brevity and flow for maximum respondent participation.

About City Services and Quality of Life

- Deleted the original set of questions (Q1 – Q7), based on feedback regarding length and coverage throughout the survey. See **List of Additional Questions** (pg 9) for an alternative approach to getting resident feedback on the *City's vision plan*.
- Moved the open-ended question ('What one area is most important to you regarding quality of life in the City of Miami Beach?') after Q1 to capture 'top-of-mind' comments prior to rating of various qualities/services (Q2-Q15).
- Added new Q5 and Q7.
- There was some concern regarding the wording of the homelessness question (original read, 'The City's ability to keep the homeless off the streets'). New wording was crafted (see Q8).
- Added parenthetical for Building code enforcement question (Q15) as feedback received that wording was too vague.
- Received feedback that original questions on 'enforcement of codes' and 'availability of affordable housing' would not provide insight into amount (the real issue) – questions reworded with new scale options (see Q26-Q27). Parenthetical added to Q24 for clarification.
- Parenthetical added to Beachwalk (Q16) for clarification.
- Original question on Parks replaced with several questions for specificity (see Q22-Q25).
- Added several questions (Q19-Q21) to measure perceptions of other capital improvement projects.
- Q29 – separated out 'nightclubs' from 'restaurants' (originally these were together), based on feedback that these should not be combined (this separation of 'nightclubs' from 'restaurants' was done throughout the survey).
- See also **List of Additional Questions** (pgs 1 – 3) for Commission/Staff suggested questions around *services/quality of life, planning/design/aesthetics and government*.

Getting Around the City

- Q30 – choices modified: replaced 'trains' with 'Electrowave'; also added choices for 'Motorcycles/Mopeds', and 'Pooling...'
- Q34 – moved to this location from original placement in the *services* set as it works better as a logical progression in this set.

- See also **List of Additional Questions** (pg 4) for Commission/Staff suggested questions around *parking*.

Safety

- Moved Q36 ('Emergency Medical Response') before 'Fire' question to avoid confusion with Fire.
- Q38 – 'Lifeguard/Beach Patrol' added for clarification.
- Q39 – added by request.
- Q43 – choices modified: reworded choice 5 (original: Improving safety of our beaches), added choices 6 – 8, feedback received that choices 3 and 4 do not correlate with increase in safety but left unchanged. Question now also asks for most important and second most important area to address.
- See also **List of Additional Questions** (pg 5) for Commission/Staff suggested questions around *safety*.

Culture, Entertainment & Tourism (moved)

- Originally, 'restaurants' and 'nightclubs' appeared together; now separated into two questions each (Q44-Q47).
- Q49 – modified to read 'major events' instead of 'special events'; parenthetical also modified.
- See also **List of Additional Questions** (pg 6) for Commission/Staff suggested questions around *dealing with events/holidays*.

Economy/Taxes (moved)

- Q54 – choices modified slightly (removed 'Yes' and 'No' text).
- Feedback received as to why 5-point scales used in some questions: done to obtain a more detailed/differentiated response for selected issues where opinions may not be as 'clear' either in a positive or negative direction.
- See also **List of Additional Questions** (pg 7) for Commission/Staff suggested questions around *grocery/retail businesses*.

Communications/Customer Service (moved)

- Q55 – choices modified: choice 3 changed to 'Daily and/or community newspapers' instead of original wording 'Newspapers (e.g., Miami Herald, etc.)', clarified 'The City's Answer/Call Center', added choice for 'Communications with City Commissioner(s)'.
- Clarified scale for Q58-Q61: 'Neither Agree nor Disagree' (originally was just 'Neither').
- See also **List of Additional Questions** (pg 8) for Commission/Staff suggested questions around *contacting/visiting City Hall*.

In Summary/Demographics

- Q63 – placed here instead of in *services* set (better flow; grouping w/other overall questions).
- Q66-67 – choices modified: 'nightclubs' separated from 'restaurants', 'Cleanliness of the City' and 'Parking' added as choices, 'Tourism' as a choice deleted.
- 'OPEN-ENDED QUESTION': edited 'what one change' into 'what two to three changes'.
- Q71 – feedback that original choices 3 and 4 were too similar/vague, so this was modified to just one choice.
- See also **List of Additional Questions** (pg 10) for Commission/Staff suggested questions around other *demographics* to include.

THE CITY OF MIAMI BEACH



2005 Resident Satisfaction Survey

Draft Date: January 12

INTRODUCTION: Hello, my name is _____ calling on behalf of the City of Miami Beach. This is **NOT** a sales call. We are conducting a survey of City residents and your household was selected at random. The City of Miami Beach government is interested in hearing the views of residents like yourself, who may not have the time to tell City officials what you think about the services that you receive. Your opinion is very important to us and will help improve the quality of life throughout the City. May I please speak to Mr./Mrs./Ms. _____? *[Note to interviewer: If person is not available or there is no such person at this number, ask: "OK. May I please speak with someone who is over 18 years of age and who lives/resides in the City of Miami Beach?"]*

1. "Yes, speaking." [CONTINUE BELOW.]
2. "Yes, hold on" [WHEN RESPONDENT PICKS UP, REPEAT INTRODUCTION ABOVE, MINUS "MAY I PLEASE SPEAK TO MR./MRS./MS. _____?"]
3. "He/she is not available." [GET CALL BACK TIME.]
4. "No such person here." [TERMINATE.]

INTRODUCTION (cont'd): Your participation is anonymous, and all your answers will be kept completely confidential. If there are any questions that you don't feel you can answer, please let me know and we'll move to the next one. The survey will take about 10-15 minutes of your time. May we begin?

About City Services and Quality of Life

1. Overall, how would you rate the quality of life within the City of Miami Beach? Would you say excellent, good, fair, or poor? *
 1. Excellent
 2. Good
 3. Fair
 4. Poor
 5. [DO NOT READ] Don't know
2. **OPEN-ENDED QUESTION.** What one area is the most important to you regarding quality of life in the City of Miami Beach? [RECORD RESPONSE.]

How would you rate each of the following within the City of Miami Beach? Would you say excellent, good, fair or poor?

Don't Know [DO NOT READ]

	<div> <div>Excellent</div> <div>Good</div> <div>Fair</div> <div>Poor</div> </div>				
3. Cleanliness of streets in your neighborhood *	1	2	3	4	5
4. Cleanliness of streets in business/commercial areas *	1	2	3	4	5
5. Cleanliness of canals/waterways	1	2	3	4	5
6. Storm drainage (to avoid flooding) *	1	2	3	4	5
7. Condition of sidewalks (that is, few or no cracks)	1	2	3	4	5
8. The City's ability to address homelessness *	1	2	3	4	5
9. The appearance and maintenance of the City's public buildings *	1	2	3	4	5
10. Overall quality of the beaches (cleanliness, water quality, etc.) *	1	2	3	4	5
11. The maintenance of parks *	1	2	3	4	5
12. Landscape maintenance in rights of way and public areas	1	2	3	4	5
13. Recreation programs and facilities *	1	2	3	4	5
14. Garbage/Trash collection *	1	2	3	4	5
15. Building code enforcement (new construction and renovation) *	1	2	3	4	5

Now, how would you rate each of the following recently completed capital improvement projects in the City of Miami Beach? Would you say excellent, good, fair or poor?

Don't Know/Have Not or Do Not Use [DO NOT READ]

	Poor				
	Fair				
	Good				
	Excellent				
16. Beachwalk (landscaped walkway along the beach from 15 th to 21 st Streets)	1	2	3	4	5
17. North Shore Park and Youth Center	1	2	3	4	5
18. The Scott Rakow Ice Rink	1	2	3	4	5
19. Miami Beach Golf Club	1	2	3	4	5
20. Byron Carlyle Theater	1	2	3	4	5
21. Bass Museum	1	2	3	4	5
22. Flamingo Park Pool	1	2	3	4	5
23. Dog/Bark Parks *	1	2	3	4	5
24. Tot-lots (that is, parks for children)	1	2	3	4	5
25. Streetscapes (including Pinetree / Lagorie Median / Marseilles)	1	2	3	4	5

26. How would you rate the level of enforcement of codes and ordinances (for example, maintenance of homes and yards, noise, etc.) by the City of Miami Beach government in your neighborhood? [READ LIST] *

1. Acceptable/About the right amount
2. Too much
3. Too little
4. [DO NOT READ] Don't know

27. How would you rate the availability of affordable housing within the City of Miami Beach? [READ LIST] *

1. Acceptable/About the right amount
2. Too much
3. Too little
4. [DO NOT READ] Don't know

28. How would you rate the amount of noise in your neighborhood on a typical day? [READ LIST]

1. Acceptable/Not a problem most of the time [SKIP TO Q30]
2. Too much
3. Much too much

29. If there is too much noise, what is typically the main cause? Please listen to the choices and choose ONE from the following. [READ LIST] *

1. Construction
2. General Traffic
3. Car horns and motorcycles
4. Buses and/or Trucks
5. Nightclubs
6. Restaurants
7. Festivals and/or Major Events
8. [DO NOT READ] Other _____

Getting Around the City

30. What is your primary mode of transportation in Miami Beach? [READ LIST]

1. Car
2. Mass transit (including buses, Electrowave, etc.)
3. Walking/Bicycling
4. Motorcycles/Mopeds
5. Car Pooling/Van Pooling/Commuter services
6. I stay home most of the time
7. [DO NOT READ] Other _____

31. To what extent are speeding cars/aggressive drivers an issue in Miami Beach? [READ LIST]

1. To a small extent
2. To some extent
3. To a great extent
4. [DO NOT READ] Don't know

32. When you drive in Miami Beach, would you say finding a satisfactory parking space is...? {READ LIST} *

1. Hardly ever a problem
2. Sometimes a problem
3. Usually a problem
4. [DO NOT READ] Don't drive/Don't know

33. How do you feel about traffic flow where you drive in Miami Beach? Would you say excellent, good, fair or poor? *

1. Excellent
2. Good
3. Fair
4. Poor
5. [DO NOT READ] Don't drive/Don't know

34. How do you feel about the condition of roads (that is, street repair, maintenance, smoothness) in Miami Beach? Would you say excellent, good, fair or poor? *

1. Excellent
2. Good
3. Fair
4. Poor
5. [DO NOT READ] Don't drive/Don't know

Safety

Our next topic is safety in Miami Beach. How would you rate the overall quality of each of the following public safety services provided by the City? Using the same scale for each, would you say excellent, good, fair or poor?

	Don't Know/Do Not Use				
	Poor				
	Fair				
	Good				
	Excellent				
35. Police *	1	2	3	4	5
36. Emergency Medical Response *	1	2	3	4	5
37. Fire *	1	2	3	4	5
38. Ocean Rescue/Lifeguard/Beach Patrol					
39. Emergency/Hurricane preparedness	1	2	3	4	5

Please answer the following questions as to whether you feel very safe, reasonably safe, somewhat safe, unsafe or very unsafe?

	Don't Know					
	Very unsafe					
	Unsafe					
	Somewhat safe					
	Reasonably safe					
	Very safe					
40. How safe do you feel in your neighborhood during the day? *	1	2	3	4	5	6
41. How safe do you feel in your neighborhood during the evening/night? *	1	2	3	4	5	6
42. How safe do you feel in business/commercial areas during the evening/night? *	1	2	3	4	5	6

43. What do you feel is the most important area that the City of Miami Beach can address to improve public safety throughout the City? Please listen to the following list. [READ LIST FROM CHOICE 1 TO 9 AND RECORD RESPONSE]. Ok, and what is the second most important area to address? [RE-READ LIST IF NECESSARY MINUS FIRST CHOICE, THEN RECORD RESPONSE]

1. Preventing crime
2. Enforcing traffic laws
3. Increasing visibility of police in neighborhoods
4. Increasing visibility of police in business/commercial areas
5. Enhancing lifeguard and beach patrol services
6. Reducing homelessness
7. Improving fire-fighting services
8. Improving rescue services
9. Other _____
10. [DO NOT READ] Don't know/not interested

Culture, Entertainment & Tourism

44. Next, I will ask you several questions about the City of Miami Beach's culture, entertainment and tourism. On average, how many nights a week do you go to restaurants in Miami Beach? [READ LIST]

1. Several times a week
2. Once a week
3. A couple times a month
4. Once a month or less often
5. You don't go out to restaurants in Miami Beach

45. And, on average, how many nights a week do you go to nightclubs in Miami Beach? [READ LIST]

1. Several times a week
2. Once a week
3. A couple times a month
4. Once a month or less often
5. You don't go out to nightclubs in Miami Beach

46. How do you feel about the availability of restaurants in Miami Beach? [READ LIST]

1. Too many
2. About the right amount
3. Too few
4. [DO NOT READ] Don't know

47. And, on average, how do you feel about the availability of nightclubs in Miami Beach? [READ LIST]

1. Too many
2. About the right amount
3. Too few
4. [DO NOT READ] Don't know

48. How do you feel about the availability of cultural activities (such as art shows, film festivals, theaters, and musicals) in Miami Beach? [READ LIST] *

1. Too many
2. About the right amount
3. Too few
4. [DO NOT READ] Don't know

49. How often do you attend major events (such as the boat/home/auto shows, 4th of July celebrations, expositions, food and wine festivals, etc.) that occur in Miami Beach? [READ LIST]

1. Frequently
2. Sometimes
3. Seldom/Not at all
4. [DO NOT READ] Don't know

50. Do you agree or disagree with the following statement: The tourism industry in Miami Beach contributes to the quality of life for residents within the City. Would you say you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree?

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly Disagree
6. [DO NOT READ] Don't know/Not sure

Economy/Taxes

51. How do you feel about the availability of retail shops, diverse business opportunities, or commercial service options in the City of Miami Beach? [READ LIST]

1. Too many
2. About the right amount
3. Too few
4. [DO NOT READ] Don't know

52. How would you rate the overall value of City services for the tax dollars that you pay? Would you say excellent, good, fair or poor? *

1. Excellent
2. Good
3. Fair
4. Poor

53. What is your level of satisfaction with local schools within the City of Miami Beach? Would you say very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied? *

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied
6. [DO NOT READ] Don't know

54. Would you support the City of Miami Beach investing local resources to increase public school funding in order to improve the quality of the public schools in Miami Beach? [READ LIST]

1. Definitely
2. Probably
3. Hard to say
4. Probably not
5. Definitely not
6. [DO NOT READ] Don't know

Communications/Customer Service

55. Now, a few questions about communications both to and from the City of Miami Beach. How do you **most often** get your information about the City (for example, government, services, activities, meetings, etc.)? Listen to the following list and choose the most common method. [READ LIST] *

1. Cable Channel 20
2. Miami Beach website
3. Daily and/or community newspapers
4. The City's Answer/Call Center
5. E-mails from City government, departments or agencies
6. Direct mail from City government, departments or agencies
7. Communications with City Commissioner(s)
8. [DO NOT READ] Other _____
9. [DO NOT READ] Don't know/Not interested

56. How do you feel about the amount of information you get from the City? [READ LIST]

1. Too much
2. About the right amount
3. Too little
4. [DO NOT READ] Don't know/Not interested

57. During the last 6 months, have you personally contacted, either by phone, in-person or electronically, any City of Miami Beach government departments with a question, service request or complaint? [READ LIST] *

1. Yes, one contact
2. Yes, several contacts
3. No contact [SKIP TO Q53]
4. [DO NOT READ] Don't remember

Thinking about your most recent contact with City government, would you say you strongly agree, agree neither agree nor disagree, disagree or strongly disagree about each of the following statements? [READ LIST]

	Strongly Disagree				
	Disagree				
	Neither Agree nor Disagree				
	Agree				
	Strongly agree				
58. It was easy to get to someone who could help me *	1	2	3	4	5
59. The employees that assisted me were courteous and professional *	1	2	3	4	5
60. The employees that assisted me had the proper training and knowledge *	1	2	3	4	5
61. Overall, I was satisfied with the experience I had contacting the City *	1	2	3	4	5

62. To what extent do you agree or disagree that the City of Miami Beach government is open and interested in hearing the concerns or issues of residents? Would you say...? [READ LIST] *

1. Strongly Agree
2. Somewhat Agree
3. Neither Agree Nor Disagree
4. Somewhat Disagree
5. Strongly Disagree
6. [DO NOT READ] Don't know

In Summary

63. Now, some final questions. In general, how good a job do you feel Miami Beach City government is doing in meeting your needs and/or the needs of your family? Would you say excellent, good, fair, or poor? *

1. Excellent
2. Good
3. Fair
4. Poor
5. [DO NOT READ] Don't know

64. Overall, how would you rate the City of Miami Beach as a place to live? Would you say excellent, good, fair or poor? [READ LIST] *

1. Excellent
2. Good
3. Fair
4. Poor
5. [DO NOT READ] Don't know

65. Would you say that as a place to live, the City of Miami Beach is *better* now than it was about a few years ago, would you say it is *worse*, or would you say it is *about the same*? [READ LIST] *

1. Better now
2. About the same
3. Worse now
4. [DO NOT READ] Don't know/I haven't lived here long enough

66. What one area has improved the most in the past few years? Please listen to the following carefully before giving ONE answer. [READ LIST]
1. Safety
 2. Recreational opportunities
 3. Cultural activities
 4. Nightclubs
 5. Restaurants
 6. Cleanliness of the City
 7. Noise
 8. Transportation services (buses, taxis, etc.)
 9. Traffic
 10. Parking
 11. Development/construction of new buildings, etc.
 12. Communications to and from the City
 13. [DO NOT READ] Other _____
67. What one area has gotten worse in the past few years? Please listen to the following carefully before giving ONE answer. [READ LIST]
1. Safety
 2. Recreational opportunities
 3. Cultural activities
 4. Nightclubs
 5. Restaurants
 6. Cleanliness of the City
 7. Noise
 8. Transportation services (buses, taxis, etc.)
 9. Traffic
 10. Parking
 11. Development/construction of new buildings, etc.
 12. Communications to and from the City
 13. [DO NOT READ] Other _____
68. **OPEN-ENDED QUESTION.** Thinking about your neighborhood or the City overall, what two to three changes would make Miami Beach a better place for you and/or your family to live, work, play or visit? [RECORD/PROBE RESPONSES]

Demographics

I just have a few remaining questions for you to help us classify residents, so that we ensure a representative sample of people are interviewed across the City. As a reminder, all personal information is strictly confidential and will not be given to City officials or businesses.

69. Gender [DO NOT ASK] *
1. Male
 2. Female
70. What is your racial/ethnic background? [READ LIST] *
1. White/Caucasian (non-Hispanic)
 2. Black/African American (non-Hispanic)
 3. Hispanic/Latino
 4. Asian/Pacific Islander
 5. Native American
 6. Other
 7. [DO NOT READ] Prefer not to say
71. In what type of residence do you live in Miami Beach? [READ LIST] *
1. Single family unit
 2. Duplex or town home
 3. Apartment/Condominium
 4. Other _____
 5. [DO NOT READ] Prefer not to say

72. Are you a homeowner or renter? *

1. Homeowner
2. Renter
3. [DO NOT READ] Prefer not to say

73. How long have you lived in the City of Miami Beach? [READ LIST] *

1. Less than 6 months
2. 6 months but less than 2 years
3. 2 to less than 5 years
4. 5 to less than 10 years
5. 10 to less than 20 years
6. More than 20 years
7. [DO NOT READ] Prefer not to say

74. What is your age? [READ LIST] *

1. 24 years of age or younger
2. 25 to 34 years old
3. 35 to 44 years old
4. 45 to 54 years old
5. 55 to 64 years old
6. Over 65 years of age
7. [DO NOT READ] Prefer not to say

75. What is the combined annual income of all members of your household from all sources? [READ LIST] *

1. Under \$25,000
2. \$25,000 to \$49,000
3. \$50,000 to \$74,000
4. \$75,000 to \$99,000
5. \$100,000 to \$199,000
6. \$200,000 or more
7. [DO NOT READ] Prefer not to say

76. How many months out of the year do you live in the City of Miami Beach? [READ LIST] *

1. 1 – 3 months
2. 4 – 6 months
3. 7 – 9 months
4. 10 – 12 months
5. [DO NOT READ] Prefer not to say

This concludes the survey. Your opinions are greatly valued and appreciated. Thank you for your time. Have a great day/evening!

City of Miami Beach Resident Satisfaction Survey

List of Proposed Additional Questions

About City Services and Quality of Life

Overall, how satisfied are you with the services provided by the City of Miami Beach? * [READ LIST] - *See also questions 63 & 64*

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied

Planning, Design and Aesthetics

How do you feel about the pace of new construction (that is, new buildings being built) across the City of Miami Beach? [READ LIST] *

1. About the right amount
2. Much too much
3. Too much
4. Too little
5. Much too little
6. [DO NOT READ] Don't know

How do you feel about the pace of new construction (that is, new buildings being built) in your neighborhood? [READ LIST]

1. About the right amount
2. Much too much
3. Too much
4. Too little
5. Much too little
6. [DO NOT READ] Don't know

How much do you feel the City of Miami Beach is doing with respect to historic preservation? [READ LIST]

1. About the right amount
2. Much too much
3. Too much
4. Too little
5. Much too little
6. [DO NOT READ] Don't know

How would you rate the City of Miami Beach regarding maintaining the character of its neighborhoods? Would you say excellent, good, fair, or poor? [READ LIST]

1. Excellent
2. Good
3. Fair
4. Poor
5. [DO NOT READ] Don't know

How would you rate the quality of landscaping and shade/tree canopies throughout the City of Miami Beach? Would you say excellent, good, fair, or poor? [READ LIST]

1. Excellent
2. Good
3. Fair
4. Poor
5. [DO NOT READ] Don't know

How do you feel about the availability of green space throughout the City of Miami Beach? [READ LIST] *

1. About the right amount
2. Much too much
3. Too much
4. Too little
5. Much too little
6. [DO NOT READ] Don't know

Government

How effective is the current form of City government (that is, the Commission/City Manager form of government)? [READ LIST]

1. Very effective
2. Effective
3. Ineffective
4. Very ineffective
5. [DO NOT READ] Don't know

How effective is it to obtain results from the current form of City government? [READ LIST]

1. Very effective
2. Effective
3. Ineffective
4. Very ineffective
5. [DO NOT READ] Don't know

What do you as a resident expect from your elected officials? [READ LIST OR OPEN-ENDED?]

Would you like to see an alternative form of government, such as Strong Mayor, Executive Mayor, and/or Commissioners selected by districts? [READ LIST]

1. Definitely
2. Probably
3. Hard to say
4. Probably not
5. Definitely not
6. [DO NOT READ] Don't know

Getting Around the City

How do you feel about the availability of parking across the City of Miami Beach? [READ LIST] * -
See also question 32

1. About the right amount
2. Much too much
3. Too much
4. Too little
5. Much too little
6. [DO NOT READ] Don't know

How do you feel about the availability of parking in your neighborhood? [READ LIST] **See also question 32**

1. About the right amount
2. Much too much
3. Too much
4. Too little
5. Much too little
6. [DO NOT READ] Don't know

Which of the following would you be most willing to support to allow for more bike paths and lanes throughout the City of Miami Beach? [READ LIST]

1. Fewer parking spaces/areas
2. Fewer green/open space areas
3. Fewer traffic lanes
4. Other _____
5. [DO NOT READ] Don't know/don't care

Safety

Please answer the following questions as to whether you feel very safe, reasonably safe, somewhat safe, unsafe or very unsafe?

	Very safe		Reasonably safe		Somewhat safe		Unsafe		Very unsafe		Don't Know	
How safe do you feel in business/commercial areas during the day? *	1	2	3	4	5	6	7	8	9	10	11	12

In your opinion, how would you describe City of Miami Beach police? [DO NOT READ LIST]

1. Caring
2. Courteous/respectful
3. Hardworking
4. Courageous (putting themselves in harm's way, etc.)
5. Idle/slow to respond
6. Ineffective
7. Other
8. [DO NOT READ] Don't know

Culture, Entertainment & Tourism

How frequently do you feel major events should occur in the City of Miami Beach? [READ LIST]
See also question 49

1. They occur the right number of times
2. They should occur more often
3. They should occur less often
4. [DO NOT READ] Don't know

How good a job do you feel City government is doing with respect to handling major events that occur in the city, that is, considering the needs of residents, addressing disturbance issues, allowing for more parking spaces, etc.? [READ LIST]

1. The City is doing a very good job
2. Good
3. Average
4. Poor
5. The City is doing a very poor job
6. [DO NOT READ] Don't know

How good a job do you feel City government is doing with respect to handling holiday weekends that occur in the city (for example, Memorial Day, Labor Day, etc.), that is, considering the needs of residents, addressing disturbance issues, allowing for more parking spaces, etc.? [READ LIST]

1. The City is doing a very good job
2. Good
3. Average
4. Poor
5. The City is doing a very poor job
6. [DO NOT READ] Don't know

Economy/Taxes

What type of store do you most regularly frequent for your grocery shopping needs? [READ LIST]

1. Large markets like Publix
2. Specialty stores like Epicure, Wild Oats, etc.
3. Local neighborhood market
4. Other _____

How satisfied are you with the quality of the grocery store (that is, freshness of food, cleanliness, service, etc.) that you most regularly frequent? [READ LIST]

1. Satisfied
2. Neither satisfied nor dissatisfied
3. Dissatisfied
4. [DO NOT READ] Don't know

How satisfied are you with the pricing in the grocery store that you most regularly frequent? [READ LIST]

1. Satisfied
2. Neither satisfied nor dissatisfied
3. Dissatisfied
4. [DO NOT READ] Don't know

How satisfied are you with the proximity/closeness of the grocery store that you most regularly frequent? [READ LIST]

1. Satisfied
2. Neither satisfied nor dissatisfied
3. Dissatisfied
4. [DO NOT READ] Don't know

How do you feel about the number of options available to you with regard to your grocery shopping needs? [READ LIST]

1. Acceptable/the right number of stores
2. Too many
3. Too few
4. [DO NOT READ] Don't know

OPEN-ENDED QUESTION. What do you feel the City of Miami Beach government can or should do to promote/attract retail businesses to the city?

Communications/Customer Service

Have you ever visited City Hall? *See also question 57*

1. Yes
2. No **[SKIP NEXT THREE QUESTIONS]**
3. **[DO NOT READ]** Don't remember

[SKIP IF NEVER VISITED CITY HALL] You say you visited City Hall. What was the reason for your visit? **[READ LIST]**

1. Pay a bill
2. File a complaint
3. Visit an elected official (Mayor, Commissioner, etc.)
4. Pull a permit
5. **[DO NOT READ]** Other _____

[SKIP IF NEVER VISITED CITY HALL] How satisfied were you with your experience dealing with City Hall? **[READ LIST]** *See also question 61*

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied

OPEN-ENDED QUESTION. **[ANSWER ONLY IF CHOSE CHOICE 4 OR 5 ABOVE]** Why were you dissatisfied with your experience? Please be specific.

In Summary

The City of Miami Beach has a vision to improve quality of life. I will now read you some statements that relate to this vision plan and would like your reactions. Please listen to the following carefully.

The vision plan states that the City of Miami Beach will be:

- Cleaner and Safer
- More Beautiful and Vibrant
- A Mature, Stable Residential Community with Well-Improved Infrastructure
- A Unique Urban and Historic Environment
- A Cultural, Entertainment and Tourism Capital; and
- An International Center for Innovation in Culture, Recreation and Business

First, do you agree that these should be the priorities that the City of Miami Beach government should focus on for its five-year vision plan?

1. Yes
2. No [READ STATEMENTS AGAIN AND ASK WHICH THEY DISAGREE WITH]
3. [DO NOT READ] Don't know

Do you think that the City of Miami Beach government is making progress towards achieving its stated vision plan? Would you say...? [READ LIST] *

1. Definitely
2. Probably
3. Hard to say
4. Probably not
5. Definitely not
6. [DO NOT READ] Don't know

Demographics

What is your religious affiliation? [READ LIST] *

1. Protestant Christian
2. Roman Catholic
3. Evangelical Christian
4. Jewish
5. Muslim
6. Hindu
7. Buddhist
8. Other _____

What is the primary language spoken in your home? _____ *

Which of the following best describes your household? [READ LIST] *

1. Single, live alone
2. Single, live with roommate or partner
3. Married, no children
4. Married, with children
5. Divorced or separated, no children
6. Divorced or separated, live with children
7. [DO NOT READ] Prefer not to say

How many children, 18 years of age or younger, live in this household? [READ LIST] *

1. None
2. One
3. Two
4. Three or more
5. [DO NOT READ] Prefer not to say

[SKIP IF NO CHILDREN UNDER 18 YEARS OF AGE LIVING AT HOME] For your school age children, what type(s) of school do they attend? [READ LIST AND RECORD ALL THAT APPLY] *

1. Public school
2. Charter school
3. Private/Parochial school
4. Home school
5. [DO NOT READ] Prefer not to say